

# Key Driver In The Digital Signage Market Growth 2024-2033: Rise In High-Resolution Displays

*The Business Research Company's Early Year-End Sale! Get up to 30% off detailed market research reports—for a limited time only!*

LONDON, GREATER LONDON, UNITED KINGDOM, November 20, 2024 /EINPresswire.com/ -- The Business Research Company's Early Year-End Sale! Get up to 30% off detailed market research reports—limited time only!



The Business  
Research Company

Digital Signage Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033

The digital signage market has experienced robust growth in recent years. It is expected to increase from \$20.58 billion in 2023 to \$22.15 billion in 2024, with a compound annual growth rate (CAGR) of 7.7%. This growth can be attributed to higher retail and advertising spending, improved customer experiences, the shift from traditional to digital displays, and more cost-effective communication methods.

“

The digital signage market size is expected to see strong growth in the next few years. It will grow to \$30.56 billion in 2028 at a compound annual growth rate (CAGR) of 8.4%.”

*The Business Research  
Company*

How Big Is the [Global Digital Signage Market](#) Expected to Grow, and What Is Its Annual Growth Rate?

The digital signage market is expected to experience strong growth in the coming years, reaching \$30.56 billion by 2028, with a compound annual growth rate (CAGR) of 8.4%. This growth is driven by factors such as the rise of smart cities, the growing need for real-time information, a

focus on employee communication, and expansion in the transportation and hospitality sectors. Key trends during the forecast period include integration with mobile devices, the use of augmented reality (AR) and virtual reality (VR), touchless and gesture-based interfaces, personalized content through data integration, and multi-channel integration.

Uncover In-Depth Analysis of the Global Digital Signage Market by Accessing a Sample Report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=5580&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=5580&type=smp)

### What Is Driving the Growth of the Digital Signage Market?

The growing demand for 4K and 8K resolution displays is a key factor driving the expansion of the digital signage market. Resolution refers to the number of pixels on the screen in both horizontal and vertical directions. The increasing demand for higher resolutions, larger TVs with advanced display technologies that offer more realistic images, improved image quality, and enhanced viewing experiences is fueling the need for 4K and 8K resolution screens. The display resolution ensures clear and easily readable images. These high-resolution displays are commonly installed in stadiums, retail stores, museums, theaters, and planetariums, with optimal viewing distances for different resolutions.

Pre-book the report for a swift delivery

<https://www.thebusinessresearchcompany.com/report/digital-signage-global-market-report>

### Which Leading Companies Are Driving The Growth Of The Digital Signage Market Share?

Major companies operating in the digital signage market report are Samsung Electronics Co. Ltd., Sony Corporation, LG Electronics Inc., Panasonic Corporation, NEC Corporation, Toshiba Corporation, Sharp Corporation, Koninklijke Philips N.V., Delta Electronics Inc., Navori Labs SA, Scala Inc.

### What Are The Key Trends Driving The Growth Of The Digital Signage Market Size?

Companies in the digital signage market are concentrating on developing advanced technological solutions to enhance their market position. These technological advancements help make digital signage more dynamic, interactive, efficient, and versatile, thereby broadening its application potential and fueling ongoing market growth.

### How Is the Global Digital Signage Market Segmented?

- 1) By Product: Standalone Display, Video Wall
- 2) By Offering: Hardware, Software, Services
- 3) By Location: Indoor, Outdoor
- 4) By End User: Retail, Education, Healthcare, Corporate, Stadium, Government, Other End Users

### North America: The Leading Region in the Digital Signage Market

North America was the largest region in the digital signage market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the digital signage global market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

### What Is the Digital Signage Market?

Digital signage is an electronic display that shows television programs, menus, information, advertisements, and various other messages.

The Digital Signage Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

[Overview of the Global Digital Signage Market](#) Report: Trends, Opportunities, Strategies, and More

The Digital Signage Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into digital signage market size, digital signage market drivers and trends, digital signage global market major players, digital signage competitors' revenues, digital signage global market positioning, and digital signage market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

Browse Through More Similar Reports By The Business Research Company:

Airplay Wireless Display Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/airplay-wireless-display-global-market-report>

Commercial Display Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/commercial-display-global-market-report>

Digital Signage Software Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/digital-signage-software-global-market-report>

What Services Does [The Business Research Company](#) Offer?

The Business Research Company has published more than 15,000 reports spanning 27 industries and over 60 regions. Our research is supported by 1.5 million datasets, thorough secondary research, and unique insights gained from interviews with industry experts. We offer ongoing and customized research services, featuring a variety of specialized packages designed to meet your specific needs, such as Market Entry Research, Competitor Tracking, Supplier & Distributor Packages, and many others.

Our flagship product, the Global Market Model, serves as a leading market intelligence platform that provides comprehensive and updated forecasts to facilitate informed decision-making.

Oliver Guirdham  
The Business Research Company  
+44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/761824475>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.